

**PHILIP MORRIS USA****INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** David Davies**DATE:** March 2, 1992**FROM:** Karen Eisen**SUBJECT:** Marketing Perceptions \$25,400 - Camel (Wide) Product**PROJECT:**

Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct six focus groups to explore Camel (wide) Product.

**BUDGET:**

The cost of conducting this research is \$25,400+/- 10% and will be covered by the 1992 Consumer Research budget.

**COMPETITIVE BID:**

No competitive bids were obtained due to the urgency of this project.

Dave Beran



David Davies

DATE 2/3/92

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